

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

**Barack Obama/ D/ President**  
Submission Number 591 Issue 2



[nbc4.com](http://nbc4.com)

**NBC 4 / WCMH**

3165 Orientangy River Road  
Columbus, OH 43202  
PHONE (614) 263-4444 FAX (614) 447-9107

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 28495	<b>Campaign Ref:</b> E:120831018
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 /101 /1687	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/03/12 to 09/23/12	<b>Weeks:</b> 3	<b>Order Ref:</b> 06300831
<b>Est./PO Number:</b> 06300831	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Obama For America	<b>Booking Group:</b> WCMH	<b>Key Market:</b> Columbus, OH
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type		09/03	09/10	09/17	Total	Cost
1	M-F 10a Today Show III .TWTF..	09	65	30 Comme	Nbr of Spots	3			3	195
2	M-F 1130a Extra .TWTF..	09	50	30 Comme	Nbr of Spots	2			2	100
3	M-F 12p News .TWTF..	09	65	30 Comme	Nbr of Spots	3			3	195
4	M-F 2p Anderson TWTF.. Isolations: W/C 09/03 MTWTFSS	09	50	30 Comme	Nbr of Spots	3			3	150
5	M-Th, Su 430a News .TWTF...	09	10	30 Comme	Nbr of Spots	2			2	20
6	M-F 5a News .TWTF..	09	70	30 Comme	Nbr of Spots	2			2	140
7	M-F 5p News .TWTF..	09	175	30 Comme	Nbr of Spots	1			1	175
8	M-F 6a News .TWTF..	09	150	30 Comme	Nbr of Spots	2			2	300
9	M-F 7p Extra .TWTF..	09	275	30 Comme	Nbr of Spots	4			4	1100

<b>Weekly Totals:</b> Total Spots(Ord Spots)	49	70	12	131	
Closed PR	1	1		2	

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Buyer:		Client/Product/Estimate:	95 /101 /1687	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 09/23/12	Weeks:	3	Order Ref:	06300831
Est./PO Number:	06300831	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	Total	Cost
10	M-F 7a Today Show .TWTF..	09	200	30 Comme	Nbr of Spots	6		6	1200
11	M-F 730p Inside Edition .TWTF..	09	250	30 Comme	Nbr of Spots	3		3	750
					Closed PR	1		1	250
12	Mon 8-10p ET / 7-9p CT Voice M.....	09	1000	30 Comme	Nbr of Spots		1	1	2000
13	Sat 6a News ....S.	09	150	30 Comme	Nbr of Spots	1		1	150
14	Sat 730p NBC Primetime Preview MTWTFSS Isolations: W/C 09/03 ....S.	09	175	30 Comme	Nbr of Spots	1		1	175
15	Sat 8a News ....S.	09	225	30 Comme	Nbr of Spots	1		1	225
16	Sun 630a News .....S 06:30:00-08:00:00	09	175	30 Comme	Nbr of Spots		1	1	175
17	M-Su 6p News .TWTFSS	09	375	30 Comme	Nbr of Spots		1	1	375
18	M-Su 630p NBC Nightly News .TWTFSS	09	700	30 Comme	Nbr of Spots	1	1	2	1400
19	Tue 8-9p .T.....	09	1000	30 Comme	Nbr of Spots	1	1	2	2000
20	Wed NBC Sunday Night Football .W.... 22:00:00-23:00:00	09	900	30 Comme	Nbr of Spots	1		1	900
21	Wed 9-10p	09		30	Nbr of Spots				

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Buyer:	..	Client/Product/Estimate:	95 /101 /1687	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 09/23/12	Weeks:	3	Order Ref:	06300831
Est./PO Number:	06300831	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	Total	Cost
22	M-F 10a Today Show III M.....	09	65	30 Comme	Closed PR Nbr of Spots	1	1	2	130
23	M-F 11a Anderson M.....	09	50	30 Comme	Nbr of Spots	1	1	2	100
24	M-F 11a Anderson M.....	09	50	30 Comme	Nbr of Spots	1	1	2	100
25	M-F 1230p Daytime Columbus M.....	09	40	30 Comme	Nbr of Spots	1	1	2	80
26	M-F 12p News M.....	09	65	30 Comme	Nbr of Spots	1	1	2	130
27	M-F 2p Doctors M.....	09	50	30 Comme	Nbr of Spots	1	1	2	100
28	M-F 3p Katie M.....	09	75	30 Comme	Nbr of Spots	1	1	2	150
29	M-F 4p Ellen M.....	09	150	30 Comme	Nbr of Spots	1	1	2	300
30	M-F 7a Today Show M.....	09	200	30 Comme	Nbr of Spots	2		2	400
31	M-F 730p Inside Edition M.....	09	250	30 Comme	Nbr of Spots	1	1	2	500
32	M-F 10a Today Show III ..WTF..	09	65	30 Comme	Nbr of Spots	3		3	195
33	M-F 11a Anderson	09	50	30	Nbr of Spots	2		2	100

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Client: Barack Obama/ D/ President	Submission Cost: 28,495	Campaign Ref: E:120831018
Buyer: .....	Client/Product/Estimate: 95 /101 /1687	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 09/23/12	Weeks: 3	Order Ref: 06300831
Est./PO Number: 06300831	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	Total	Cost
34	M-F 11a Anderson ..WTF..	09	50	30 Comme	Nbr of Spots	4		4	200
35	M-F 1230p Daytime Columbus ..WTF..	09	40	30 Comme	Nbr of Spots	3		3	120
36	M-F 12p News ..WTF..	09	65	30 Comme	Nbr of Spots	3		3	195
37	M-F 2p Doctors ..WTF..	09	50	30 Comme	Nbr of Spots	3		3	150
38	M-F 3p Katie ..WTF..	09	75	30 Comme	Nbr of Spots	4		4	300
39	M-F 4p Ellen ..WTF..	09	150	30 Comme	Nbr of Spots	4		4	600
40	M-Th, Su 430a News ..WTF..	09	10	30 Comme	Nbr of Spots	2		2	20
41	M-F 5a News ..WTF..	09	70	30 Comme	Nbr of Spots	2		2	140
42	M-F 6a News ..WTF..	09	150	30 Comme	Nbr of Spots	2		2	300
43	M-F 7a Today Show ..WTF..	09	200	30 Comme	Nbr of Spots	6		6	1200
44	M-F 730p Inside Edition ..WTF..	09	250	30 Comme	Nbr of Spots	4		4	1000
45	Sun 9a News	09	200	30	Nbr of Spots	1		1	200

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Closed PR		1	1		2

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<b>Est./PO Number:</b> 06300831	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	Total	Cost
46	M-F 7a Today Show M.....	06	500	30 Comme	Nbr of Spots		2	2	1000
47	M-F 9a Today Show II .TWTF..	06	250	30 Comme	Nbr of Spots	4		4	1000
48	M-F 11a Daytime Columbus .TWTF..	06	100	30 Comme	Nbr of Spots	2		2	200
49	M-F 1p Days Of Our Lives MTWTF..	06	200	30 Comme	Nbr of Spots		5	5	1000
50	M-F 4p Ellen .TWTF..	06	350	30 Comme	Nbr of Spots	2		2	700
51	M-F 7p Extra MTWTF..	06	500	30 Comme	Nbr of Spots		3	3	1500
52	Sun 9a News .....S	06	600	30 Comme	Nbr of Spots		1	1	600
53	M-F 5a News .TWTF..	09	70	30 Comme	Nbr of Spots	1		1	70
54	M-F 10a Today Show III MTWTF..	09	65	30 Comme	Nbr of Spots		1	1	65
55	M-F 11a Daytime Columbus ...TF..	06	100	30 Comme	Nbr of Spots	1		1	100
56	M-F 12p News ...TF..	06	150	30 Comme	Nbr of Spots	1		1	150
57	M-F 2p Doctors	06	175	30	Nbr of Spots	1		1	175

<b>Weekly Totals:</b>	<b>Total Spots(Ord Spots)</b>	49	70	12	131	
	<b>Closed PR</b>	1	1		2	

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Comme	Nbr of Spots	09/03	09/10	09/17	Total	Cost
58	Wed 9-10p ..TWTF.. ..W.... Isolations: W/C 09/10..W....	03		30	Comme			1		1	3500
<b>Weekly Totals:</b> Total Spots(Ord Spots)							49	70	12	131	
Closed PR							1	1		2	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
11	M-F 730p Inside Edition	:30 Commercial	09/03/12	Closed Pre Emption	250.00	No Makegood / Credit	0000000000	E:120831018
21	Wed 9-10p	:30 Commercial	09/10/12	Closed Pre Emption	1,200.00	No Makegood / Credit	0000000000	E:120831018

Grand Totals

		Month 9 Weeks: 5			
		09/03	09/10	09/17	
Spots	Totals	131	49	70	12
Cost		28495	9895	15805	2795

Grand Totals:

<b>Spots:</b>	131
<b>Gross Total:</b>	28,495.00
<b>Commission:</b>	4,274.25
<b>Net Total:</b>	24,220.75